

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Strong presence in “India Tourism eCatalog” CD (India’s only B2B catalog) through M/s. Livewires Advertising Pvt. Ltd. – Publication Charges – Amount Sanctioned - Orders - Issued

---

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.1026

Dated: 16 -10 -2008

Read the following:-

- 1 Govt. Lr.No.3719/PMU/DDC/2008, YAT&C (PMU) Department. dt. 22.08.2008
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Invoice No. Advt-317, dt. 25.09.2008 of M/s. Livewires Advertising, Hyderabad

\* \* \*

**ORDER:**

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in “India Tourism eCatalog” CD (India’s only B2B catalog) through M/s. Livewires Advertising Pvt. Ltd, which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 3,85,000/-, vide letter 5<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.3,85,000/- (Rupees Three Lakhs Eighty Five Thousand only) towards publication of the advertisement which is inclusive of service tax

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (10) – Promotion of Tourism in Districts – 500 other charges - 503 other expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising, Hyderabad, after deducting Tax, payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT**

To  
M/s. Livewires Advertising, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:  
The YAT& C (PMU- Claims) Department.  
SF/SCs

**//Forwarded :: By Order//**

**SECTION OFFICER**